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Android Commercial Agreements Aug 2019



EXHIBIT 617.R-001

Android's Core Commercial Agreements

MADA

[Mobile App Distribution Agreement]

- Secures baseline distribution of our apps on Android
- Gives us a vehicle to drive consistency of experience
- Ensures regular security updates



RSA

[Search Revenue Share Agreement]

- Reinforces MADA's distribution with additional protections for our revenue generating services
- Provides a mechanism to help fund the ecosystem

Google

MADA: Overview



- Secures baseline distribution of our apps on Android
- Gives us a vehicle to drive consistency of experience
- Allows us to define a baseline security level

Coverage

2.3B actives

~1B activations / year

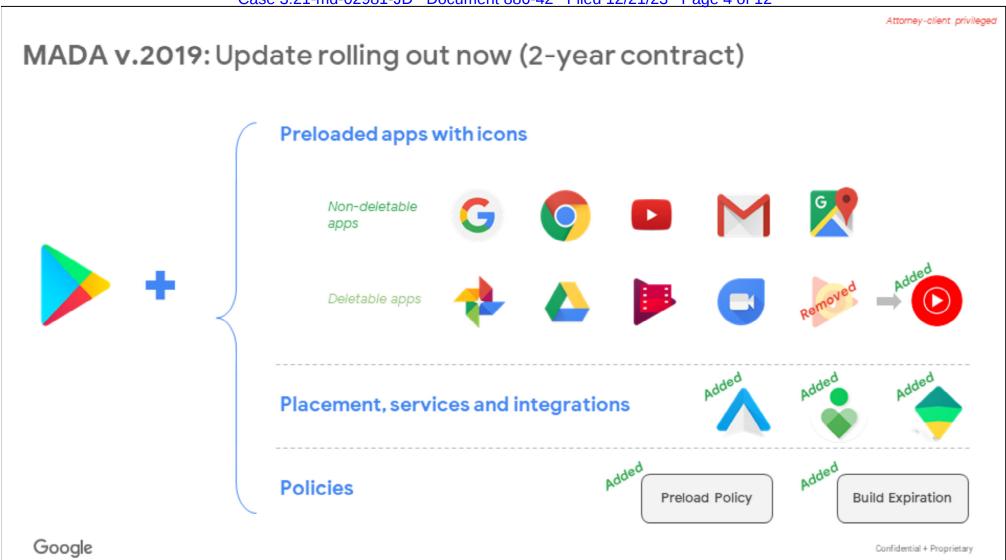
We give

- Play Store + 10 Google apps
- App ecosystem
- Security / malware scanning

We get

- Play + 10 apps preloaded
- Search widget + Assistant gestures & hotword
- Security updates

Google



RSA: Overview

RSA [Search Revenue Share Agreement]

- Reinforces MADA's distribution with additional protections for our revenue generating services
- Provides a mechanism to help fund the ecosystem

Coverage

1.3B actives

0.7B activations / year

We give

Search revenue share on Android

We get

- Out-of-the-box search defaults and exclusivity
- Out-of-box Assistant gesture, hotword and homescreen exclusivity

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EXHIBIT 617.R-005

RSA evolution into RSA 3.0: Two key goals governed our update

RSA 2.0 [Search Revenue Share Agreement, 2016 version]

RSA 3.0 [2019 version]

Where we are today

Search and Assistant protections secured on 53% of Android devices

Additional placement for key apps secured on 5% of Android devices

No protections for Play

Key goals

- Platform-wide protections for key access points not covered by MADA (browsers and assistant)
- Stronger alignment with OEMs on key apps and ecosystem services (Play, apps, UI)

Google

RSA 3.0: 3 Tier structure

NEW Core Experience (all devices outside EEA)

Optimized Experience (device by device)

Google Forward (device by device)

Browser defaults and assistant coverage on 100% of Android devices

8% search rev-share [browser & assistant only]

Full Search (outside Europe) & Assistant exclusivity

8-16% search rev-share [browser and search app]

Support OEMs via services revenue & align OEMs with Google's vision of Mobile

12-20% search rev-share [browser and search app]

+ Play rev-share in some cases

2.2B actives expected in 2023

0.4B actives expected in 2023

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RSA 3.0: Google Forward tier secures advanced placement for strategic apps

NEW Core Experience (all devices)

Optimized Experience (device by device)

Google Forward (device by device)

[PO] Optimized for Search & Play monetization







Core Search & Play provisions

Best Assistant experience on Android





SW integrations and core app defaults

Cohesive phone experience









Evolving list of UI & app requirements & defaults

Google

Core gets

EXHIBIT 617.R-009

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MADA v.2019: Policies

MADA v2017

- Preloads: must be scanned for malware
- OS freshness: new models must be on <18 month old versions of Android
- Security updates: mandatory quarterly updates for popular (100K+) models for 2 years since launch

Additions in MADA v2019

- Preloads: must follow Play policies; Launchers must follow MADA placement
- OS freshness: no manufacturing of devices on 2+ year old OS versions
- 3. Security updates: no changes

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EXHIBIT 617.R-010

MADA v.2019: Placement, services & integrations

MADA v2017

Services:

Google Play Services, Google Settings, Widevine DRM etc.

Placement & Integrations:









Screens in setup wizard

Google

Additions in MADA v2019



Android Auto



Digital Wellbeing

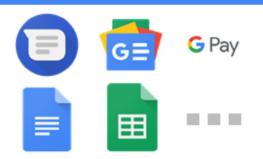


Family Link

All distributed as headless apps (no visible user icon) + integration with Google Settings

Besides MADA & RSA, Google uses multiple other strategies to drive distribution

Bounty deals

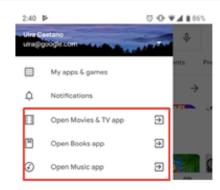


Multiple deals with individual OEMs covering single or groups of apps, including:

- gSuite
- Messages
- News
- gBoard
- Pay

Google

App cross-promotion



Many 1P apps include cross-promotion links, including:

- Play promoting Movies, Books & Music apps
- GMail promoting Contacts & Calendar
- Photos promoting PhotoScan
- Maps promoting Google Earth
- YouTube promoting YT Kids & Music

Google guide



[Under development] Post-OOB flow guiding users through the Google ecosystem, including:

- Home & work locations on maps
- Adding FOP to Google Pay
- Setting up Duo
- App discovery